

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Steven M. Schein et al.  
Application No. : 09/810,324  
Confirmation No. : 9059  
Filed : March 16, 2001  
For : SYSTEMS AND METHODS FOR LINKING  
TELEVISION VIEWERS WITH ADVERTISERS  
AND BROADCASTERS  
Art Unit : 2421  
Examiner : Omar S. Parra

New York, New York 10036  
January 21, 2009

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action mailed on July 18, 2008,  
applicants hereby amend the above-identified application as  
follows:

Amendments of the Claims are reflected in the listing  
of claims which begins on page 2 of this Reply to Office Action.

Remarks begin on page 11 of this Reply to Office  
Action.